

**MARLA POYTINGER**  
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## PROFESSIONAL EXPERIENCE

**Bars & Recreation, Inc., Milwaukee, WI** **2012 – present**  
*Co-Founder, Owner, Chief Executive Officer*

- Created and developed collection of entertainment brands including Splash Studio, Nine Below, AXE MKE, NorthSouth Club, Head Space Trivia, Amped, Game Show MKE, and The New Fashioned
- Responsible for all administrative, fiscal, human resources, marketing/promotional, and sales activities for the companies
- Create and implement multimillion-dollar annual budget
- Manage teams of 4-100 employees in daily operations, including 25 full-time salaried managers
- Execute all bookkeeping and accounting tasks including payroll, taxes, and financial reporting
- Obtained official SBA certification as woman-owned small business

**Bel Canto Chorus, Milwaukee, WI** **2009 – 2012**  
*Executive Director*

- Served as chief executive officer for Bel Canto Chorus and Bel Canto Boy Choir
- Managed all administrative, fiscal, human resources, marketing/promotional, educational, and production activities for the organization
- Programmed, planned, and managed all concerts, special events, and international tours
- Supervised Development and Box Office staff
- Represented organization to funders, Board members, and external stakeholders

**Overture Center for the Arts, Madison, WI** **2007 – 2009**  
*Marketing and Sales Manager*

- Developed and implemented marketing communications plan for Overture's facility rentals
- Built and advanced relationships with key corporate partners and sponsors
- Managed large-scale events including Broadway on-sales and season announcements
- Programmed, managed, and marketed Overture Center's *Children's Arts Festival*

## EDUCATION

**Wisconsin School of Business, University of Wisconsin-Madison, Madison, WI** **2007 – 2009**  
*Master of Business Administration in Arts Administration & Non-Profit Management*

- Awarded two-year merit-based Project Assistantship & one of three *Outstanding Student Awards*
- President of Graduate Women in Business Association; Director for Global Business Program trips to Dubai and China; member of MBA Leadership Committee

**Kalamazoo College, Kalamazoo, MI** **2000 – 2004**  
*Bachelor of Arts, magna cum laude*

- Major: French Language and Literature, Minor: Political Science
- Recipient of four-year merit-based Kalamazoo College Honors Scholarship

## ADDITIONAL INFORMATION

- Real Estate Salesperson Licensee (State of Wisconsin)
- Tempo Milwaukee Member (2023-present)
- Bel Canto Chorus Board Member (2019-2023) and Board VP (2021-2023)
- Experienced with contract negotiations, tax law, commercial leases, and permitting